

Stefania Tibiletti

Experienced at working in fast-paced and dynamic environments, bringing a resilient and adaptable approach to problem-solving. Collaborative and proactive, always motivated to continuously develop new skills and learn from every opportunity.

WORK EXPERIENCES

Nespresso

Product Marketing Manager – Experience Design & Insight Team

Barcelona – 06/2024 to present

- **Led** portfolio strategy, aligning Limited Edition and permanent coffee/machine offerings with brand positioning and customer needs.
- **Managed** end-to-end marketing campaign, ensuring strategic alignment, seamless cross-functional execution, and data-driven optimization to enhance customer-centricity and boost product performance. LE caps sold +27% 2023 Vs 2024.
- **Led** local market research initiatives, turning consumer insights and market trends into strategic opportunities to ensure effective campaign goals across all channels. Anticipated a LE launch and achieved a record first-week share% of caps sold.
- **Collaborated** with all channels to optimize the end-to-end customer journey, aligning touchpoint to better meet customer needs, expectations, and preferences, enhancing satisfaction and driving engagement. NPS BTQ+7.4% - NPS ECOM+4.8% 2023 Vs 2024.
- **Drove cross-functional collaboration**, acting as the key connection between HQ, communication, commercial and supply chain teams to ensure seamless product launches.

Customer Experience Lead – Communication & CX Team

Barcelona – 06/2023 to 05/2024

- **Tracked and analyzed** key CX metrics (NPS, CSAT, Complaints, Kantar Coffee Category Monitor), identified pain points and implemented improvements. NPS +7pt, CSAT +3pt 2023 Vs 2024.
- **Led** the local launch of Cádiz, a coffee designed for the Spanish market, crafted the end-to-end strategy and achieved 40% buyer penetration in the first weeks and Top 10 positioning among all permanent portfolio of the system.
- **Enhanced** customer journey ‘moments of truth’, streamlined processes and aligned teams to improve satisfaction scores.
- **Redefined** marketing cascades, optimized internal communication to ensure alignment from internal teams to front-facing workforce.

Nestlé

Global Design & Innovation Coordinator – Global Design Team

Barcelona – 03/2022 to 05/2023

- **Developed** an internal digital tool to analyze product strengths and opportunities, breaking silos and enhancing product experience.
- **Redefined** Opportunity Areas and Concept Generation Frameworks, **introduced** Personas and Brainstorming techniques to increase collaboration between brands, R&D, and consumer insight teams.
- **Structured** a new Product Experience Framework to guide all brands in delivering outstanding experiences across all touchpoints.
- **Led** Metaverse PoC with Accenture and Microsoft and **managed** the first Design Curiosity Month at Nestlé to foster Design excellence.

IT Graduate Program R&D and Innovation – IT Innovation Manager

Milano – 09/2021 to 03/2022

- **Developed** a digital tool MVP (MS Form and PowerBI dashboard), tested through multiple pilots, and iterated based on feedback.
- **Managed** a digital adoption program, acted as Project Manager and Scrum Master in an Agile environment.
- **Led** the implementation of WalkMe Workstation collaborating with local IT teams to drive adoption.

IT Graduate Program R&D and Innovation – IT Innovation Project Lead

Vevey – 03/2021 to 08/2021

- **Project Leader** for an Employee Innovation Acceleration project, secured funding to pilot a new D2C business model focused on reducing food waste. Successfully presented a validated prototype in 8 weeks to C-level members.
- **Conducted** qualitative research across six countries, identified IT supply chain pain points, assessed startup landscape and recommend ad-hoc solutions.
- **Achieved** the Global Innovation Coach certification (ICCP), demonstrating expertise in innovation coaching.

IT Graduate Program R&D and Innovation – IT Innovation Specialist

Barcelona – 09/2020 to 02/2021

- **Organized and facilitated** brainstorming and ideation workshops to generate innovative ideas for Nestlé Spain’s SmartCampus project.
- **Trained** senior leadership on Business Model Canvas (BMC), Value Proposition Canvas (VPC), and Personas.
- **Certified** in advanced innovation methodologies, including Design Thinking and Virtual Facilitation.

Cloud4Wi

Corporate & Marketing Program Manager

San Francisco/New York – 04/2019 to 02/2020

- **Led** a strategic market research study, defined the go-to-market strategy for the New York market.
- **Developed** a Customer Advisory Board, engaged 25 key clients to gather insights and improve offerings.
- **Defined** the Corporate Business Intelligence framework, enhancing data-driven decision-making.

Business Analyst & Consultant

San Francisco/Milan – 09/2018 to 04/2019

- **Identified** 147 potential US customers in the luxury goods segment and assessed their digital readiness.
- **Verified** in-store evaluations to tailor customer experience strategies.

EDUCATION

Scuola Superiore Sant’Anna & University of Trento

09-2016 to 03-2019

M.Sc. in Innovation Management (110 cum laude)

Master thesis: Boosting user involvement in a digitized customer experience, the case of Cloud4wi.

Università Cattolica del Sacro Cuore – Milan

09-2013 to 07-2016

Bachelor’s Degree in Economics, Organizations, and Markets. Major in Finance and Global Markets.

SKILLS & INTERESTS

- **Technical Skills:** advanced Microsoft Office, Agile/Scrum methodologies, Design Thinking, CX frameworks.
- **Languages:** ENGLISH, SPANISH, ITALIAN.
- **Passions:** Innovation, beauty/wellness industry, motorsport photography and travelling.